THE CREATIVE SELFIE



THE BRAND

Brand: Turbo King

Opco: Bralima – DRC Congo

Marketing Director: Karolien Wouters

Brand In A Bottle:

Paste your 'Brand In A Bottle' as a picture



Core Creative Brand Idea:

You have earned it. This stems from the brand positioning that Turbo King is a reward at the end of a hard day of work. A celebration for our everyday king.

Market Context:

Turbo King, the leader in dark beer and true symbol of masculinity was losing its relevance with the younger target audience. Brewed for our kings is a campaign aimed to elevate the brand in the mind of the consumers as a true reward.

THE CAMPAIGN

Campaign name: Brewed for our Kings

Launch date: June 2024

Formats: OOH, digital ads, banner ads

Job To Be Done:

Get drinkers aged 18-25 to see TBK as the beer of reward for the modern man in the unwinding demand space by overcoming the belief that TBK is only for manual labourers and therefore not a drink to be seen with

Communications objective:

Leverage current Campaign Brewed for our kings with a positive local twits with everyday king from different communes to bring a sense of Pride and build meaningfulness among the younger target audience.

Insight:

The beer is perceived as being for "unrefined" manual laborers and therefore not cool to be seen with.

Campaign strategy and creative idea:

Turbo King is a reward for everyday King. Local and modern adaptation of who are our everyday Kings are.

- Rejuvenating the brand with a communication that will attract new young and young adults' consumers and grow brand volume
- Drive meaningfulness and change perception that Turbo King does not represent the modern man.

MWBs:

MWB1: New brand positioning

MWB3: Breakthrough communication

Demand Space:

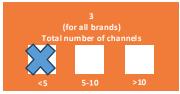
Unwinding

Creative Commitment: Put an 'x' in the appropriate boxes for the campaign









Campaign assets: Insert a link to all campaign assets that you would like to be considered (no more than 10). These should represent the full breadth of the campaign.

TESTING & RESULTS

Kantar pre-/during-campaign testing: Map all testing results for this campaign and the last, and include M/D/S scores

Pres and Post launch testing results phase 1:

Ad awarenes: 34% Pre vs 38% Post Message recall: 16% Pre vs 23% post Consideration: 32% Pre vs 48% post Post-campaign results:

Brand Power: 11.0 (+0.5pp) Meaningful: 117 (+17pp)

Communication awareness 88 (+4PP)

Social Media Reach: 7mil Display ad: 1 mil



SOCIAL

DISPLAY

REACH

PLATFORM

7 602 515

1 020 087

